

Matthew Mohr

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Upscale and luxury e-commerce design & management. – Well over seventy web sites designed and developed since 1995. Creative direction, design, production and small team management.

Strong understanding of SaaS platforms, from a simple redesign to a complete build. Related skills include interface design, basic data-driven programming, Flash, print work, product photography direction, product and customer database management, integration with existing brick-and-mortar operations.

Online marketing expertise in email newsletter design and management, Facebook, Wordpress and PPC advertising. A/B and Multivariate Testing.

Excellent presentation and client relationship skills.

PERTINENT HISTORY

- 9/08 – PRESENT **Rao's Specialty Foods, Inc.** – Director of Ecommerce – Manhattan
- 11/07 – 9/08 **Norma Kamali, Inc.** – Director of Ecommerce – Manhattan
- 7/07 – 10/07 **Bloomingdale's Direct** – Art Director (contract position) – Manhattan
- 10/04 – 7/07 **Ops Divina** – Creative Director & Senior Web Designer – Manhattan
Significant clients include:
Newsweek Magazine
Budget Travel Magazine
Minwax Wood Finishing Products
The Multiple Sclerosis Research Center of New York
- 4/04 – 11/04 **Samsung Brand Showcase, Welcome Experience** – Creative & Technical Director – Manhattan
Interactive installation at Time-Warner Center
- 1/02 – 5/04 **Parsons School of Design** – Adjunct Professor
DesignLab 5.1 (BFA Fall 2003)
Interface Studio (BFA Spring 2003)
Advanced Web Design (BFA Fall 2002),
Parsons Youth Academy (Spring 2004).
- 5/99 – 8/01 **Zin Technologies / NASA** – Senior Web & Print – Cleveland, Ohio
- 11/95 – 5/99 **Millennial Web** – Owner/Designer – Cleveland, Ohio
Independent Contractor to AT&T

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EDUCATION/ACADEMIA

Parsons School of Design – Master of Fine Arts in Design & Technology

Bowling Green State University – Bachelor of Fine Arts in Graphic Design

AWARDS/ENGAGEMENTS

- 2005 Laval Virtual – presented at France’s premiere virtual reality conference and festival
- 2004 SIGGRAPH, Emerging Technologies – presented ‘Spatial Narrative’ to 27,825 attendees over an annual five day computer arts and interactivity festival. Los Angeles, August 8-12
- 2004 APRIL ISSUE RES Magazine: Who’s Now/Who’s Next – featured in new talent section, one of ten designers
- 2003, 2004 Guest Speaker – Parsons Youth Academy, EWA Orientation, TKNY Compact-Impact
- 2000 Silver Addy Award - CD cover, Rosavelt – “Transistor Blues” (alt-country rock)

DESIGN TOOLS & TECHNOLOGY SKILLS: (CROSS PLATFORM)

Adobe Photoshop (expert)
Flash
AfterEffects
Maya
Adobe Illustrator

HTML (expert)
Microsoft Word
Dreamweaver
Microsoft Project
CSS

Javascript
PHP (limited)
ASP.NET (limited)
ActionScript
Database Interaction (limited)

Please visit my web portfolio: matthewmohr.com

References upon Request